

DEEPERCALLING MEDIA INC

1065 Walther Blvd

Lawrenceville GA 30043

Ph: 888 433 3788

Web: www.deepercalling.com

September 24th, 2007

Federal Communications Commission

Attn: Secretary's Office

Closed Captioning

445 12th Street SW

Washington, DC 20554

RE: REQUEST FOR EXEMPTION FROM COMMISSION'S CLOSED CAPTIONING RULES

deeperCalling Media is a private held corporation based in Gwinnett County in Georgia. The purpose of the organization is to advance the state of the Arts through online and television media. We produce a self funded television show called "deeperLiving" which airs on Cable and Satellite. "deeperLiving" is a daily half our broadcast, aired Monday thru Friday.

The purpose of the program is to showcase artisans including Authors, Musicians, Designers and Craftsmen & women. We highlight their inspiration and their motivation for creating their artistic works. We are the only daily television program in the United States focusing exclusively on the story and art of American artisans.

Please accept this petition for exemption from Section 79.1 of the Commission's rules, implementing Section 713 of the Communications Act of 1934. The rules are threatening to the future of "deeperLiving", due to the overwhelming expense it would take to comply with such rules. Our program qualifies for exemption based on the following reasons:

Part 79.1 – Section (F)

deeperCalling Media, the producer of the "deeperLiving" tv show, will be imposed with an undue burden if it has to comply for the following reasons:

1. In order to make all programs closed caption, we would need to outsource production as it is beyond the means of our staff.

The post production costs of adding in closed captioning would dramatically increase the budget required for production beyond our available means.

The cost of adding closed captioning to each TV program is \$295 (quote attached). We have

inquired of our broadcasters, and their rates for closed captioning are \$250 per half hour. The total monthly cost for closed captioning is between \$5000 and \$5900. This represents a 210% - 231% increase in the production budget.

2. We use minimal editing equipment, and staffing. Currently we produce 20 episodes per month, and we have a total budget of \$4,500 which includes staff, the purchase of airtime, supplies and shipping of tapes. We do not have sufficient budget to be able to increase costs. We do not sell advertising, nor do we have any sponsors or underwriters. The show is funded strictly from the profits generated from our online bookstore, which are currently stretched to the limit. It is simply not viable for us to increase production costs by an additional \$5000 - \$5900 per month. Should we be required to add closed captioning, we will have to cease production.

We request that deeperCalling media be exempted from the closed captioning requirement for the previously mentioned reasons. Should you have any further concerns, please contact us at 888 433 3788.

Regards,

Bill Goodyear

CEO.

Quotations for Closed captioning:

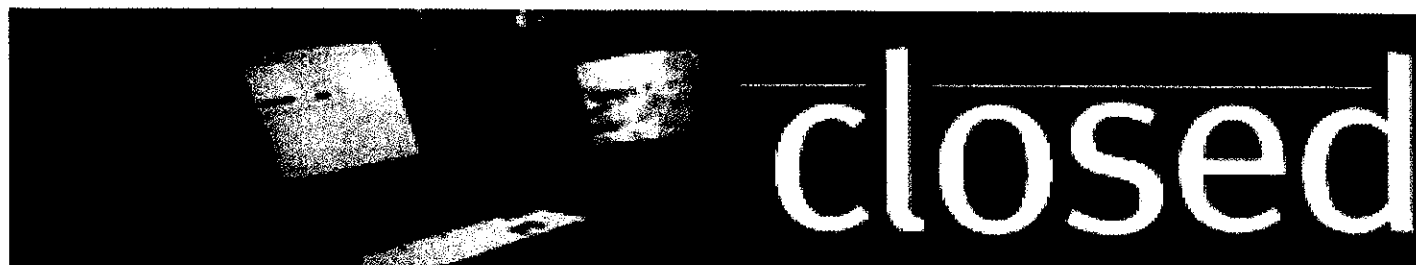
Quotation #1

iLifeTV has quoted us \$250 per half hour . This is a total cost of \$5,000 per month.

Quotation #2

Sourced from <http://www.drtvcc.com> . Please see the next two pages for copies of the quotation that was generated based on our request for a daily half hour tv program on Betacam tape.

The total cost for this quotation was \$5,900 per month for 20 episodes.



Calculation Results

Show Title:

deeperLiving

Service Type:

Standard

Program Length:

30 Minutes

Are you providing a transcript?

No

Number of ADDITIONAL Dubs:

1

Your Shipping Selection

Ground Delivery

Your Master Selection

BetaCam

Your Final Output Media Selection

Beta-SP

Enter Shipping Information

Please supply the following information to submit your order.
Fields marked with an * are required to proceed.

*First Name

Bill

*Last Name

Goodyear

Company Name

*Billing Address

1065 Walther Blvd

Suite/Apt

*City

LAWRENCEVILLE

*State

GA



*Zip

*Telephone

888 433 3788

Mobile Phone

*E-Mail

info@deepercalling.com

If you would like us to ship to more than one address, please provide us with **multiple addresses** for each. Enter them in the field below. Please make sure to include the **individual you would like it directed to**.

Additional Address Information:

--

Total Cost:

\$ 295

[Edit](#)

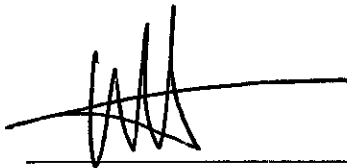
[Order Now!](#)

AFFIDAVIT OF COSTS

I, Bill Goodyear, CEO of deeperCalling Media, by my signature affixed to this document, do hereby make the following statement of fact affirm:

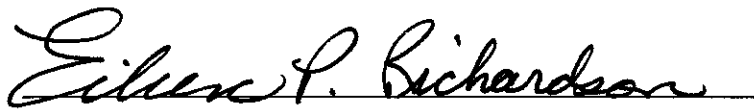
1. All the documents that have been submitted to the FCC are true and accurate to the best of my knowledge and belief.
2. The current production budget for the one month of deeperLiving television programming is approximately \$4,500 per month.
3. All other costs involved in the production of the episodes are donated by volunteers, including volunteer camera operators.
4. Based on the quotations received, the cost of adding closed captioning to our program would be an additional \$5,000 to \$5,900 per month depending on whether our broadcaster does the work, or if we go with the attached quotation from drtvcc.com.

I now affix my signature to these affirmations:



Bill Goodyear
CEO

The forgoing was subscribed and sworn to me, a Notary Public, of the State of Georgia, County of Gwinnett, this 1 day of Oct 2007.



Notary Public

